



REP HEADLINE# 6257730 TRF# 487477  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGEN  
ORDER WORKSHEET

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14	S		700A-900A	30		\$625.00	8/5	8/5	0		SUN	0
PROGRAM : 7A NEWS												
CON COM1: 7A NEWS												
15	S		900A-1030A	30		\$950.00	8/5	8/5	0		SUN	0
PROGRAM : SUN MORN												
CON COM1: SUN MORN												
16	S		1030A-1130A	30		\$500.00	8/5	8/5	0		SUN	0
PROGRAM : FACE NATN												
CON COM1: FACE NATN												
29	S		600P-630P	30		\$700.00	8/4	8/4	0		SAT	0
PROGRAM : 6P NEWS												
CON COM1: 6P NEWS												
30	S		1100P-1135P	30		\$1,200.00	8/4	8/4	0		SAT	0
PROGRAM : 11P NEWS												
CON COM1: 11P NEWS												
31	S		600A-700A	30		\$375.00	8/5	8/5	0		SUN	0
PROGRAM : 6A NEWS												
CON COM1: 6A NEWS												
32	S		630P-700P	30		\$1,000.00	8/5	8/5	0		SUN	0
PROGRAM : 630P NEWS												
CON COM1: 630P NEWS												
34	A		430A-459A	30		\$250.00	8/7	8/7	1		TUE	1
PROGRAM : NEWS												
35	A		600A-630A	30		\$950.00	8/7	8/7	1		TUE	1
PROGRAM : 6A NEWS												
36	A		630A-700A	30		\$950.00	8/7	8/7	1		TUE	1
PROGRAM : 630A NEWS												

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TRF# 487477

REP: TEL# 703-516-9399

FAX# 703-516-9680

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

AUG2/12 13.25

HARRIS REPORT FROM REP

\*\*\* WFSB-TV \*\*\*

\*\*CHANGES\*\*

:LINE#	REP	:CD	TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS/WK	:WEEK INVT	:DAYS	:TOTL SPTS
37	A		700A-900A	30		\$600.00	8/7	8/7	1		TUE	1
PROGRAM : TODAY SHOW												
38	A		1200N-1230P	30		\$650.00	8/7	8/7	1		TUE	1
PROGRAM : NOON NEWS												
39	A		500P-530P	30		\$1,500.00	8/7	8/7	1		TUE	1
PROGRAM : 5P NEWS												
40	A		530P-600P	30		\$1,500.00	8/7	8/7	1		TUE	1
PROGRAM : 530P NEWS												
41	A		1100P-1135P	30		\$1,200.00	8/7	8/7	1		TUE	1
PROGRAM : 11P NEWS												
											CONTRACT TOTAL	58650.00
											TOTAL SPOTS	65

AUG/12

58650.00

MARKET TOTALS \$130,333

WFSB 45%

WTNH 28%

WVIT 16%

WTIC 11%

WCTX 0%

WCCT 0%

WHPX 0%

ACCURATE SHARES EXCEPT FOR WVIT, WILL UPDATE SOON

SVC- NSI

DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

## CONTRACT



**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

<b>Contract / Revision</b> 487477 /		<b>Alt Order #</b> 06257730
<b>Product</b> NEW DIRECTION PROJEC		
<b>Contract Dates</b> 07/31/12 - 08/08/12		<b>Estimate #</b>
<b>Advertiser</b> New Direction Project		<b>Original Date / Revision</b> 08/02/12 / 08/02/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WFSB	<b>Account Executive</b> Heather Uttley	<b>Sales Office</b> HRP-WASHING
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**LUC Media Inc**  
**25 Whitlock Place SW**  
**Suite 201**  
**Marietta, GA 30064**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WFSB	07/31/12	08/03/12	Eyewitness News	5am - 5:30am		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/30/12	08/05/12	-TWTF--				2	\$500.00			
D 2	WFSB	07/31/12	08/03/12	Eyewitness News	5am - 5:30am		:30			NM	0	\$0.00
3	WFSB	07/31/12	08/03/12	Eyewitness News	6am - 6:30am		:30			NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/30/12	08/05/12	-TWTF--				3	\$950.00			
N 4	WFSB	08/08/12	08/08/12	Eyewitness News	6:30am - 7am		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	--1----				1	\$950.00			
5	WFSB	07/31/12	08/03/12	Eyewitness News	6:30am - 7am		:30			NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/30/12	08/05/12	-TWTF--				3	\$950.00			
6	WFSB	08/06/12	08/06/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	2-----				2	\$600.00			
7	WFSB	07/31/12	08/03/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	7	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/30/12	08/05/12	-TWTF--				7	\$600.00			
8	WFSB	08/06/12	08/06/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	1-----				1	\$2,100.00			
9	WFSB	07/31/12	08/03/12	Eyewitness News	6pm - 6:30pm		:30			NM	3	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/30/12	08/05/12	-TWTF--				3	\$2,100.00			
10	WFSB	07/31/12	08/03/12	Inside Edition	7pm - 7:30pm		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/30/12	08/05/12	-TWTF--				2	\$1,200.00			
11	WFSB	07/31/12	08/03/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/30/12	08/05/12	-TWTF--				2	\$1,200.00			
D 12	WFSB	08/04/12	08/04/12	Eyewitness News Weekend	6am - 7am		:30			NM	0	\$0.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

<u>Contract / Revision</u> 487477 /		<u>Alt Order #</u> 06257730
<u>Contract Dates</u> 07/31/12 - 08/08/12		<u>Product</u> NEW DIRECTION PRO.
<u>Advertiser</u> New Direction Project		<u>Estimate #</u> 
		<u>Original Date / Revision</u> 08/02/12 / 08/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
D 13	WFSB	08/04/12	08/04/12	7a-9a Sat. Eyewitness News	7am-9am		:30			NM	0	\$0.00
D 14	WFSB	08/05/12	08/05/12	7a-9a Sun Eyewitness News	7am-9am		:30			NM	0	\$0.00
D 15	WFSB	08/05/12	08/05/12	CBS Sunday Morning	9:00am - 10:30am		:30			NM	0	\$0.00
D 16	WFSB	08/05/12	08/05/12	Face the Nation/ Face the St	10:30am - 11:30am		:30			NM	0	\$0.00
17	WFSB	07/31/12	08/03/12	Eyewitness News	11PM - 11:35PM		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-TWTF--				3	\$1,200.00			
18	WFSB	07/31/12	08/03/12	9am-10am	9am - 10am		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-TWTF--				2	\$400.00			
19	WFSB	08/06/12	08/06/12	9am-10am	9am - 10am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	1-----				1	\$400.00			
20	WFSB	07/31/12	08/03/12	10am-11am	10am - 11am		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-TWTF--				3	\$400.00			
21	WFSB	08/06/12	08/06/12	11a-12p Price is Right	11am - 12pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	1-----				1	\$500.00			
22	WFSB	07/31/12	08/03/12	Eyewitness News	12pm - 12:30PM		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-TWTF--				3	\$650.00			
23	WFSB	08/06/12	08/06/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	1-----				1	\$650.00			
24	WFSB	07/31/12	08/03/12	3pm-4pm Syndication	2:58pm-4pm		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-TWTF--				3	\$400.00			
25	WFSB	07/31/12	08/03/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-TWTF--				2	\$950.00			
26	WFSB	07/31/12	08/03/12	Eyewitness News	5pm - 5:30pm		:30			NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-TWTF--				3	\$1,500.00			
27	WFSB	07/31/12	08/03/12	Eyewitness News	5:30pm - 6pm		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-TWTF--				2	\$1,500.00			
28	WFSB	08/06/12	08/06/12	Eyewitness News	5:30pm - 6pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	1-----				1	\$1,500.00			
D 29	WFSB	08/04/12	08/04/12	Eyewitness News	6pm - 6:30pm		:30			NM	0	\$0.00
D 30	WFSB	08/04/12	08/04/12	Sa Late News	11PM - 11:35PM		:30			NM	0	\$0.00
D 31	WFSB	08/05/12	08/05/12	Eyewitness News Weekend	6am - 7am		:30			NM	0	\$0.00
D 32	WFSB	08/05/12	08/05/12	Eyewitness News	6:30pm - 7pm		:30			NM	0	\$0.00
33	WFSB	07/31/12	08/03/12	11a-12p Price is Right	11am - 12pm		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-TWTF--				3	\$500.00			
34	WFSB	07/31/12	08/03/12	Eyewitness News	5:30a - 6am		:30			NM	3	\$2,100.00

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<u>Contract / Revision</u> 487477 /		<u>Alt Order #</u> 06257730
<u>Contract Dates</u> 07/31/12 - 08/08/12		<u>Product</u> NEW DIRECTION PRO.
<u>Advertiser</u> New Direction Project		<u>Estimate #</u> 
		<u>Original Date / Revision</u> 08/02/12 / 08/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-TWTF--				3	\$700.00			
N 35	WFSB	08/07/12	08/07/12	430A EYEWITNESS NEWS	430-5A		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-T-----				1	\$250.00			
N 36	WFSB	08/07/12	08/07/12	Eyewitness News	6am - 6:30am		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-T-----				1	\$950.00			
N 37	WFSB	08/07/12	08/07/12	Eyewitness News	6:30am - 7am		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-T-----				1	\$950.00			
N 38	WFSB	08/07/12	08/07/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-T-----				1	\$600.00			
N 39	WFSB	08/07/12	08/07/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-T-----				1	\$650.00			
N 40	WFSB	08/07/12	08/07/12	Eyewitness News	5pm - 5:30pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-T-----				1	\$1,500.00			
N 41	WFSB	08/07/12	08/07/12	Eyewitness News	5:30pm - 6pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-T-----				1	\$1,500.00			
N 42	WFSB	08/07/12	08/07/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-T-----				1	\$1,200.00			
Totals											65	\$58,650.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/08/12	65	\$58,650.00	\$49,852.50
<b>Totals</b>	<b>65</b>	<b>\$58,650.00</b>	<b>\$49,852.50</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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